

Message Text

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PAGE 01 TOKYO 01586 060813Z

12

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 049991

R 060711Z FEB 75

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 7821

UNCLAS TOKYO 1586

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: VISIT USA AMBASSADORS BICENTENNIAL PROMOTION

SUMMARY: DESCRIBES PLANS FOR DISNEY BICENTENNIAL PROMOTION. END
OF SUMMARY.

JW 5-229 RE JW 5-228 AND WJ 5-114. WE HAVE MET WITH DISNEY
ORGANIZATION AND USIS WITH FOLLOWING RESULTS:

1. WE INDICATED OUR KNOWLEDGE OF VISIT AND IN COOPERATION WITH USIA,
OFFERED ASSISTANCE TO BACK UP DISNEY ORGANIZATION EFFORTS.

2. ALL AGREE THAT DATES ARE SATISFACTORY FOR VISIT. OUR OWN
AGREEMENT SUBJECT TO CONDITIONS STATED 5-114.

3. ALLDISCUSS PRELIMINARY PLANS FOR HIGHEST BENEFITS TO BE
OBTAINED FROM VISIT IN TERMS OF MEDIA EXPOSURE, RECEPTION BY HIGH
JAPANESE OFFICIAL AND POSSIBLE RECEPTION AT EMBASSY.

MEDIA: OUR MEDIA ACCESS AND THAT OF USIS WILL SUPPLEMENT DISNEY
EFFORTS. WE WILL PROVIDE ACCESS TO TV AND PRINT MEDIA AS REQUESTED.
THREE-WAY DISCUSSION OF SUBSTANCE OF MEDIA EXPOSURE INCLUDED
STATEMENT OF NEED FOR FILM CLIPS AND GOOD 8X10 COLOR PHOTOS OF
BICENTENNIAL SUBJECTS. PLEASE CALL ARBA AND ASK THEM TO AIR
MAILSUITABLE FILT CLPPS AND PHOTOS FOR USE IN CONJUNCTION WITH
TELEVISION APPEARANCES OF VISIT USA AMBASSADORS. DISNEY
ORGANIZATION WILL REQUEST CLIPS AND PHOTOS OF AMERICA ON PARADE
BUT YOU MAY WISH AUGMENT THEIR REQUEST WITH DIRECTHPHONE CALL TO
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PAGE 02 TOKYO 01586 060813Z

DISNEY ORGANIZATION.

RECEPTION BY HIGH JAPANESE OFFICIAL: USIA, DISNEY AND WE AGREE THAT MOST DESIRABLE BUT ALSO MOST DIFFICULT TO ARRANGE IS CALL ON IMPERIAL FAMILY WITH A LETTER FROM PRESIDENT FORD REFERRING TO EMPEROR'S ANTICIPATED VISIT TO USA. WE WILL ADVISE AFTER CONFERRING WITH EMBASSY.

POSSIBLE RECEPTION AT EMBASSY: WE ARE DEVELOPING PROPOSAL TO AMBASSADOR FOR RECEPTION FOR DISNEY REPRESENTATIVES TO WHICH INVITATIONS WILL BE SENT TO VISIT USA COMMITTEE AND SENIOR TRADE AND MEDIA FIGURES. MEDIA COVERAGE OF RECEPTION MAY BE POSSIBLE.

SEVERAL OTHER IDEAS DISCUSSED TO SUPPORT ABOVE MAJOR LINES OF APPROACH WILL BE FOLLOWED UP HERE BY OUR PR CONTRACTOR WITH HELP OF USIA IN SUPPORT OF DISNEY EFFORTS. REQUIRE PROMPT REPLY INDICATING AVAILABILITY OF SUITABLE ARCHIVAL FILM CLIPS AND PHOTOS AND WILL APPRECIATE YOUR CONFIRMATION DISNEY ORGANIZATION HEADQUARTERS WILL SUPPLY CLIPS AND PHOTOS OF AMERICA ON PARADE. HODGSON

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Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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END
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